

NEWS & TRENDS

Vista unveiled

FIVE YEARS gestation period must be a record for Microsoft and according to Microsoft the biggest launch since Windows 95. Of course, the launch was about a lot more than just an operating system that will be available in five different versions. Launched also was Microsoft Office System 2007 and Exchange Server 2007. All are only available to corporate clients until the end of January when the products will be available on general release.

The five versions of Vista are Home that is very basic, Home Premium, Business, Enterprise and Ultimate. Only the latter two include BitLocker and Virtual PC Express and are not available under the Windows Anytime Upgrade scheme. Most of the features discussed below are only available in Business, Enterprise and Ultimate although the Aero user interface is also available in the Home Premium Edition. Office System 2007 consists of Word, Excel, PowerPoint, Outlook, InfoPath Access, Visio, Project, Groove and Communicator – all 2007 editions. Collaboration has been enhanced with new servers including Exchange, SharePoint, Groove, Project and Communications and additional services include Office Live and Live Meeting. Maybe it is just as well that many corporate sites are not expected to upgrade before the end of 2007 as it could well take a year for many potential users to get their head round the many new features and enhancements that Microsoft have unleashed.

Microsoft has been trumpeting security for the last two years and has made significant inroads with many new features that will both simplify IT management and enable much tighter

control to be enforced across the corporate IT infrastructure. Desktop management will be improved by using User Account Control that provides tighter and more granular control. For example, Access to hardware devices such as USB memory devices can be restricted. Data loss or theft can be restricted by deploying BitLocker Drive Encryption and Encrypting File System. With over 200,000 laptops lost or stolen in Europe last year protection of valuable stored data has become a major concern. The anti-malware armoury has been reinforced with many improvements including firewall and Service Hardening all helping to make browsing more secure.

Language packs are implemented independently of operating system images that are not hardware dependent thus simplifying deployment and saving time. The greater level of intelligence built into Vista enables a degree of self diagnostics to be performed thus reducing the number of calls to the help desk. Testing for application compatibility has been simplified with the availability of new tools such as the Application Compatibility Toolkit 5.0.

The underlying rationale for these launches apart from extracting more licensing fees is to improve productivity while maintaining a more secure environment. The main thrust is to bring order to information overload while tackling the problem of the knowledge deficit. Integrated searching facilities and information location combined with tools for sharing information (SharePoint) in a controlled way even offline using Groove have all been greatly improved. Explorer 7 having caught up with FireFox supports improved web browsing with new

features such as Quick Tabs. The user's visual experience has been greatly improved especially when Aero, that allows data in underlying views to be seen, is deployed. In the Office System the new ribbon bar will undoubtedly infuriate experienced users until they get use to the greater levels of productivity it will enable by ensuring that the most frequently used facilities are more easily accessed. In summary there is no one major reason for upgrading to the new world of Microsoft just a multitude of small reasons that add up to one very strong case to upgrade but beware of the increased hardware requirements.

www.microsoft.com/ie



Mobile advertising first move maker True mobile broadband for business

IRISH mobile marketing company Return2Sender has launched of Ireland's first mobile advertising campaign. The campaign, which was created in conjunction with ad agency Ogilvy One is currently featuring ads for Cadbury Ireland on mobile operator O2's I-mode phone content service.

O2 Ireland subscribers using I-mode handsets can click on a Cadbury banner running across O2's

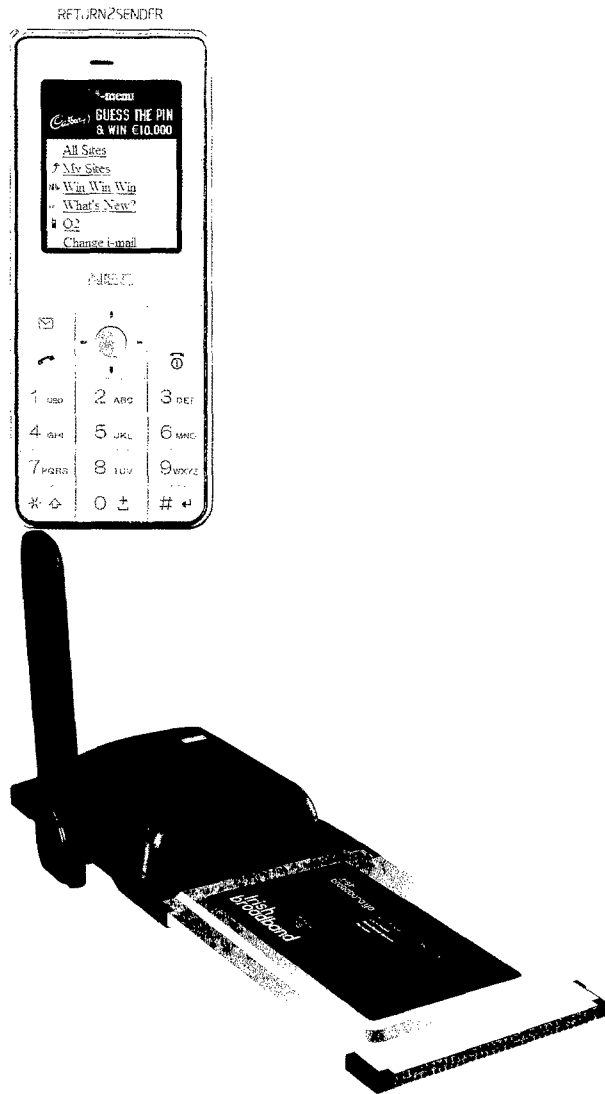
I-mode homepage and access a Cadbury branded micro-site, custom built to fit the screen of the mobile phone. Users can then enter their details on the mobile micro site to win a cash prize of €10,000.

Cadburys has carried out the first mobile ad campaign in Ireland

WIRELESS broadband provider Irish Broadband has launched its new mobile broadband access card, Irish Broadband Go! Based on Wimax technology, this broadband data card offers broadband speeds for a fixed monthly fee, and without usage restrictions.

With Irish Broadband Go! you can now access the Internet on your laptop anywhere within our coverage area, at mobile broadband speeds that are faster than 3G. The Go! card is attractive to business users as it gives users the freedom to access their e-mails, corporate LAN or download large files while on the go. Unlike alternative mobile data services Irish Broadband Go! has no usage caps and does not restrict access to services such as VoIP or instant messaging.

Irish Broadband Go! launches initially in the Dublin metropolitan area and will roll out to Cork, Galway and Limerick metropolitan during 2007. The Irish Broadband Go! card features up to 512kbps download speed and no



**The Go card
from Irish
Broadband claims to
offer the first truly broadband
capable mobile data service
usage caps.**

Irish Broadband Go! is available now directly from Irish Broadband, from its website or through a number of large retail outlets. There is a once off purchase fee of €99 and a monthly charge of €39.95 (Incl VAT).
www.irishbroadband.ie